



Brand guide

OCTOBER 2018



TEKNOLOGISK
INSTITUT

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BRAND IDENTITY

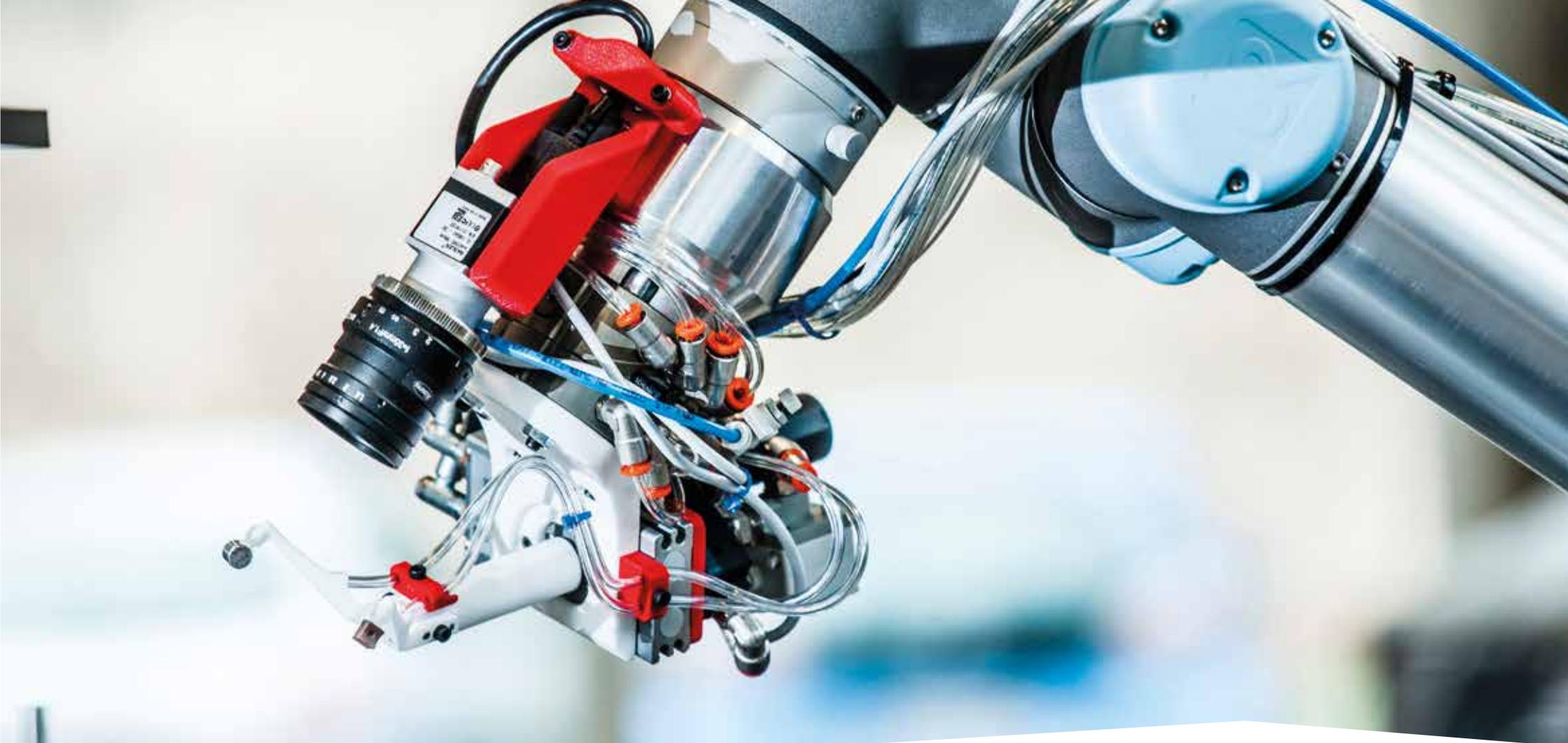
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New technologies – new visual identity

The need for technological solutions in society is ever-changing. Technologies are moving closer to people's working and everyday lives. We are keen to address society's challenges with technological solutions that are perceived by users to be valuable.

Introduction

Our customers' first impression of us is characterised by what we create, say and how we present ourselves. Our brand is a combination of our results, communications and visual expression.

We have developed a new visual identity that reflects our vision of creating improvements for businesses, society and individuals with new technology. The identity is inspired by our history, our role and our daily work of coming up with new solutions. The design is welcoming, professional and trustworthy, so our products and services are perceived as value-adding and relevant. This brand guide makes it easy to communicate who we

are and what we stand for. It is intended as a tool that can inspire and guide brand ambassadors in their work. But it is also intended to set and maintain a direction, ensuring that we present ourselves as a single brand across the breadth of our work and throughout our large organisation.

The Communications department is responsible for guiding and overseeing the branding work. If you have any questions about templates, interpretations, voice, tone and style, etc., you are more than welcome to ask Communications at any time. All new design productions must be approved by Communications.



TEKNOLOGISK
INSTITUT

BRAND IDENTITY |06-11|



VISUAL SYSTEMS |12-27|

'THE BRIDGE' as a symbol of the Institute's interdisciplinary approach.

The bridge structure has an apex 3/4 of the distance from the left margin. It is recommended for front pages and in accordance with instructions in layout templates.

GRAPHIC PRODUCTS
|28-41|



inclination – more space for the logo

Brand purpose

Since its founding in 1906, the Danish Technological Institute has worked innovatively to improve business competitiveness, social prosperity and individuals' general well-being.

TECHNOLOGY IS THE MEANS, DEVELOPMENT THE GOAL

We believe that technology can improve businesses, society at large and the lives of individuals.

We are building a bridge between research and companies, between technology and people. Our specialists use the latest knowledge and state-of-the-art facilities.

We create usable solutions within our business areas: Agro Technology, Building & Construction, Energy & Climate, Food, Innovation & Talent, Life Science, Materials and Production. And we promote innovative skills in companies, organisations and individuals.

Purpose unites

Our brand purpose encapsulates the value that we give to customers and society. It unites us in a common cause, and it creates meaning for each employee.

When it is clear to everyone that their efforts contribute to our purpose, it generates energy and motivation. This is how we create the best platform for cooperation, innovation and performance, which benefits businesses, society and individuals.



Brand story

Technology or humanity. Technology is often described as contrasting with humanity. But technology begins with human needs and people who develop solutions that make life easier for you and me.

On a day-to-day basis, few of us stop to think that most of what surrounds us – from cradle to grave – has been developed with the aid of technology. From the CTG that monitors a baby's heart rate during childbirth in hospitals, through the machines, vehicles and computers that make working life easier, to the medicine that eases pain.

In the last century, technology has evolved faster than in any other century. We began the 20th century marvelling at the invention of aeroplanes, cars and radio, and ended it by taking spacecraft, computers, wireless internet and all sorts of other technologies for granted.

The Danish Technological Institute has been involved in technological evolution since 1906, making it one of the oldest of its kind in the world. We work for the global company and the small entrepreneur. For the patient in the hospital and the child in the playground. For the motorist on the roads and the employee in the factory.

We have had a hand in developing many of the technology-based products or processes used by ordinary Danes – both large and small. We helped Lego to develop the world's first plastic toy building brick, Colorplast to develop the stoma pouch and Novo to invent the enzymes that help to wash our clothes. And we have ensured that homes are built from materials that do not contain harmful substances.

During World War II, we made sure that the Danes had as much energy and heat as before the war – despite a



shortage of petrol and fuel. After the energy crisis of the 1970s, we contributed to the introduction of renewable energy sources, and in the 1980s to the introduction of more environmentally friendly materials in industry.

Today, we are helping prevent companies going into the red or employees becoming burnt out by developing robots for industry. We are coming up with new methods that prolong and save lives. And we are working to make natural resources recyclable.

We are helping the agricultural and food industries to produce safe and healthy food. And we are helping to find solutions to how we can provide enough food for a growing world population in the future.

Also in the future, Danes will be able to travel on roads and bridges between regions and below ground – in

the metro – thanks to our development of long-lasting concrete.

Our company was established as a vocational school for trade and industry in 1906. To this day, we are still improving the skills and innovative thinking of employees and managers at our training centre, which is one of the country's largest.

We are an independent, non-profit institution. This means that our profits are invested in new equipment and knowledge so that we can be prepared to address more of the challenges of the future.

We say that technology is our means, progress our goal.

Brand promise

Our brand is a common concern. In words and through actions, we all create the brand every day, which means each employee has the responsibility and the opportunity to influence the outside world's perception of us.

Together with our visual identity, our brand promise comprises the guidelines that help us to take care of our brand.

It commits us to living up to the following values and strengths in the contract with our customers.

DANISH TECHNOLOGICAL INSTITUTE'S BRAND PROMISE



EXPERTISE
We know what we are talking about



INTEGRITY
We live up to our promises



CREATING RESULTS
We find the optimal solution



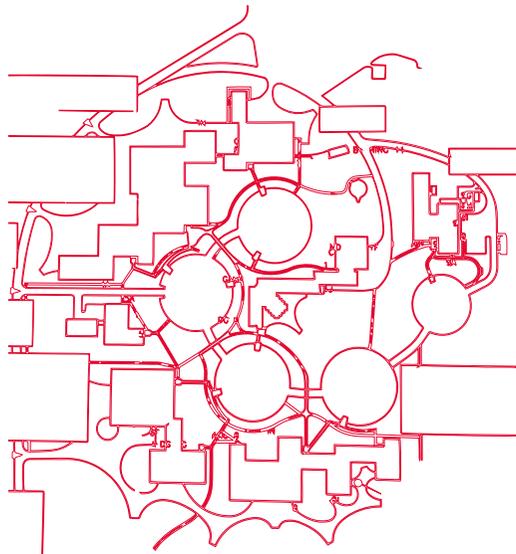
GROUNDBREAKING
We are at the forefront of development

Brand character

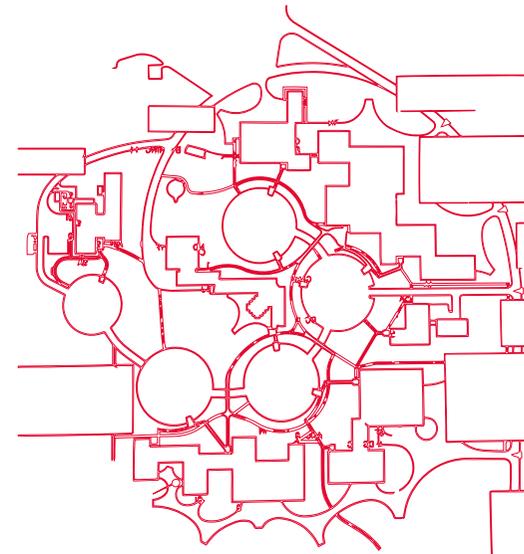
Our purpose in the world is to use applied research to produce developments and technological solutions that work. We connect and combine research and practical solutions – technology and humanity.

We are not just a builder of bridges between other players, but have an independent value-adding role in offering unique practical solutions based on the latest knowledge and a multidisciplinary approach by building bridges between our various specialisms.

The bridges between our buildings in Høje Taastrup are a symbol of this approach, which we refer to in our visual identity by using a bridge structure.



BRIDGES BETWEEN SPECIALISMS



VISUAL SYSTEMS

Master logo



TEKNOLOGISK
INSTITUT

Secondary logos



Linear logo

*Only if special spatial considerations warrant it
and with the approval of Communications*



Negative master logo

*Only if special spatial considerations warrant it
and with the approval of Communications*



Negative master logo

*Only if special spatial considerations warrant it
and with the approval of Communications*

One logo – one brand

A white wing on a black background was first used as the logomark of the Danish Technological Institute in 1990. The wing belongs to a griffin, which symbolises strength and leadership – as it has from the outset in 1906. A red vertical stripe embeds the national identity.

The white wing of the logo maintains course and symbolises movement and development with its offset position in relation to the logotype.

Our **master logo** has a high degree of recognition in the outside world and reinforces our 'one brand' experience. The offset logo should always be chosen first. It should be used when sending communication materials, press releases, web, presentations, newsletters, marketing materials, etc.

The **linear logo** is our secondary logo. It should only be used if spatial considerations make it impossible to use the offset logo.

This must always be approved by Communications.

The **negative logo** is only used in exceptional circumstances. The white/grey combination may be necessary if the background colour is black, white or red.

The negative logo must never be used for paper or digital materials. It can be used for merchandise with a black background.

Use of the negative logo must always be approved by Communications.

Be the brand

When people encounter us, we must tell a consistent story of our brand, and our visual language should reflect its strengths and values. This applies regardless of time, place, form and platform – and regardless of division, centre, section or project. We are always the Institute first – then the unit.

Just like when you travel to far-off destinations and answer "Denmark" and not "Northwest Zealand" or "Ugerløse" when you are asked where you come from, "the Danish Technological Institute" is the first point of reference we give to those we meet physically and digitally.

As an employee, you must ensure that customers, course participants, partners and other stakeholders clearly understand who and what you represent. So live, bear and be the brand.

Specifically, this means that first and foremost we are the Danish Technological Institute at all touch points:

Publications | Websites | Social media | Conferences/Trade shows | Roll-ups | Photos |
Colours | Physical settings and meetings | Fixtures | Furnishings | Decorations | Clothing | Signs

VISUAL SYSTEMS



Logo

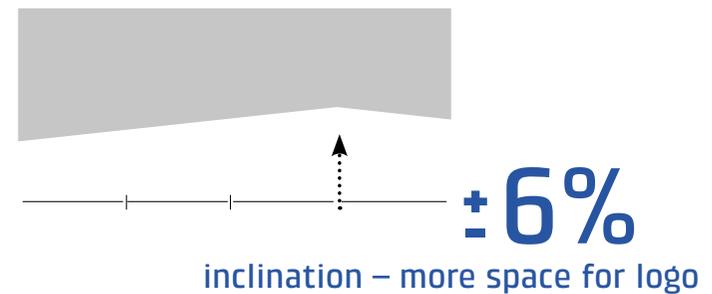
When the logo is used in conjunction with other logos or in a layout with other elements, it is important that the logo is given some distance from other elements so that it appears harmonious.

Positioning the Danish Technological Institute's master logo can be challenging. It may be advantageous to create some distance to the logo by cropping photos, backgrounds and boxes with the characteristic 6° trim.

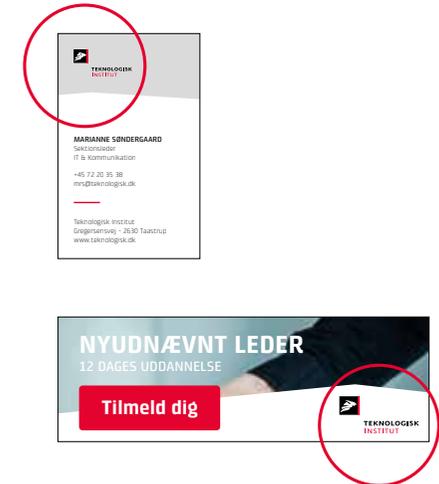
A new feature has also been introduced: a minus 6° trim. This allows you to create a 'bridge' over the logo. A bridge that symbolises our DNA – created by the interdisciplinary work and the Institute's architecture.

The bridge structure has an apex 3/4 of the distance from the left margin.

It is recommended for front pages and in accordance with instructions in layout templates.

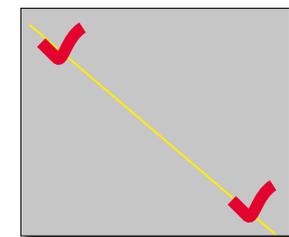


Logo in use



DOS

The logo should be placed in the top-left or bottom-right corner. The mnemonic rule is that the logo should always be aligned with the reading direction. The logo can also be placed in the actual image if the background is plain and does not interfere with the logo's readability.



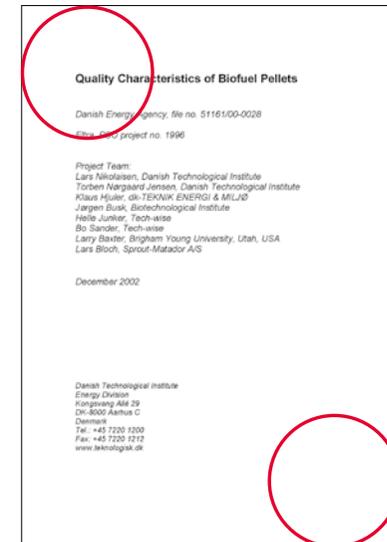
DONT'S



Logo disappears – the background of the photo where the logo should be is too noisy.



Layout works poorly with logo.



Logo completely missing.

Colours

Colours help to signal who we are. We call them our identity colours. Our identity is largely rooted in the Danish Technological Institute's laboratories. Here, red and blue play a crucial role. Among other things, on lids, cables and helmets.

We work with people's needs – symbolised by the colour red. In addition, we create solutions with technological knowledge – symbolised by the colour blue. The new blue colour is therefore also one of the corporate colours. The Danish Technological Institute creates a bridge between

knowledge and people – hence the black colour.

In order to strengthen the Danish Technological Institute's brand and create greater recognisability, the recommended secondary colours have been reduced in number, so there are now four; mint green, dark blue, yellow and green. Mint green, dark blue and yellow are familiar from the 2013 design document. The green colour is new and has been made to look darker and more professional. All colours may be used in fade-outs.



PRIMARY COLOURS

SECONDARY COLOURS

Institute

People

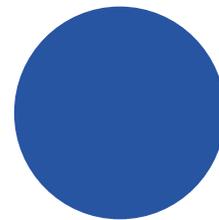
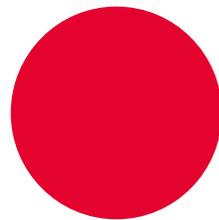
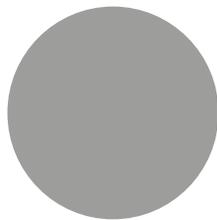
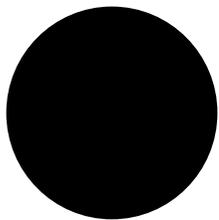
Knowledge

Innovation

History

Groundbreaking

Attentiveness



BLACK

RGB: 0,0,0

CMYK: 0,0,0,100

HEX: # 000000

Grey

RGB: 0,0,0

CMYK: 0,0,0,100

HEX: # 000000

RED (org.)

RGB: 237,26,59

CMYK: 0,100,80,0

HEX: # ed1a3b

BLUE

RGB: 0,80,200

CMYK: 91,68,0,0

HEX: # 2855a2

Mint green

RGB: 109,200,187

CMYK: 55,0,32,0

HEX: # 6dc8bb

Dark blue

RGB: 29,41,58

CMYK: 80,65,40,65

HEX: # 1d293a

Yellow

RGB: 255,242,3

CMYK: 0,0,95,0

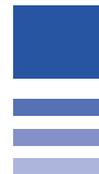
HEX: # fff203

Green

RGB: 0,94,74

CMYK: 90,36,72,33

HEX: # 005e4a



50% BLACK = GREY

The grey colour is a fade-out of 100% black.

The grey is created by putting 'the shade' of black to e.g. 50%

– not by making the black semi-transparent.

'Hands on'

The new blue colour comes from the gloves used in the laboratories.

It refers to the fact 'that we create and are close to knowledge' every day.

The blue colour signifies trust and development.

Typography

The Danish Technological Institute's visual identity incorporates two typefaces: a design font and a system font. The primary typeface is the design font Klint Pro. It is a slightly condensed sans serif with a modern look. Klint Pro is used for all materials where possible when we want a graphic design look. The secondary typeface is Open Sans. This is a modern

typeface with open forms and a neutral, friendly look. The typeface has been optimised for print, web and mobile platforms and is easy to read. It is used in situations where it is inappropriate to use a design font, including on the web, in Word and in PowerPoint. Open Sans has a fall-back font of Arial, which can be used in mail clients and programs that do not support Open Sans.

KLINT PRO

ABCDEFGHIJKLMN
OPQRSTUVWXYZÆØÅ
123456789 ?!% &
 abcdefghijklmnop
 qrstuvwxyzæøå
 123456789?!% &

Identity font - analogue and digital

OPEN SANS

ABCDEFGHIJKLMN
 OPQRSTUVWXYZÆØÅ
 123456789 ?!% &
 abcdefghijklmnop
 qrstuvwxyzæøå
 123456789?!% &

Web - Word - PPT

Example of combinations

Klint: Black + Regular



**ABCDEFGHIJKLMN
OPQRSTUVWXYZÆØÅ
123456789 ?!% &
abcdefghijklmnop
qrstuvwxyzæøå
123456789 ?!% &**

Klint: Light + Medium



ABCDEFGHIJKLMN
OPQRSTUVWXYZÆØÅ 123456789
?!% &
abcdefghijklmnop
qrstuvwxyzæøå
123456789 ?!% &

Klint: Medium + Medium

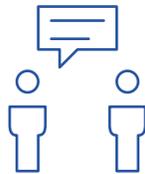


ABCDEFGHIJKLMN
OPQRSTUVWXYZÆØÅ
123456789 ?!% &
abcdefghijklmnop
qrstuvwxyzæøå
123456789 ?!% &

Icons

Icons are a third language in addition to text and photos, and can thus contribute to a dynamic visual expression in digital and print publications.

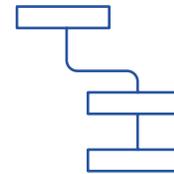
We have developed our own icon universe. In order to support a consistent iconic expression, we bought a package of 10,000 Streamline icons that all employees can access. The package is available from the Brandguide folder.



**Customer engagement
and experience**



**Employees in a
data-driven culture**



**Optimal
work processes**



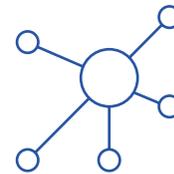
**New digital
products**



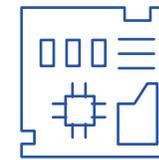
**Digital
customer journey**



**Digital
laboratory**



**Linked
products**



**Digital knowledge de-
velopment**

Photo Style

Photos are an important part of our communications and brand because they express the value we contribute to businesses, society and people, and the values that drive us.

Our photo style is welcoming, trustworthy and professional. We need to show examples of our innovative and groundbreaking DNA, and how our services create value.

The framework

The guidelines apply irrespective of whether a photo is to be used in print or digital publications, in newsletters, in presentations, or physically in the form of roll-ups, exhibition walls, etc.

The photo style should also always be sought out if third-party photos from external photo databases are used. Here too, the photo quality must be high and the visual expression consistent with the guidelines.

Guidelines

Follow these guidelines when choosing photos:

Welcoming: We operate in the field between human needs and technological solutions, so we want to give a feel that is both human and high-tech. Combine photos of equipment and people and keep the impression light and airy. Be sure to combine detailed photos with full photos.

Trustworthy: Photos must be both authentic and realistic. Do not use dimming, filters or staged setups that give an unnatural appearance. Photos should only be edited to create more contrast, sharpness or tone.

Professional: We show our professional work and employees from the best possible perspective. We achieve this by using professional

photographs and consistent photos of the same tone and impression.

Innovative: Our services and solutions are innovative and groundbreaking. They engage with and create value for our customers.

Photographers

We regularly have photos taken by photographers for use in publications, brochures, advertisements, on websites, social media, etc. The photos can be found in our Skyfish database.

We choose and enter into arrangements with photographers who follow our photo brief. Communications should be involved in the preparation of new photo series from divisions, centres, etc.



Digital visual identity - in preparation

The Danish Technological Institute's websites should have a uniform expression consistent with the brand's visual expression at other touchpoints.

The brand guide describes the main principles for our digital design, but design concepts need to be prepared for the specific digital solutions.

Third-party solutions

Design principles also apply to the design of digital newsletters, social media and other digital systems and apps.

In areas not covered by the guide, the spirit of the guide should be followed. As a minimum, the logo and colours should be used and, if possible, the style.

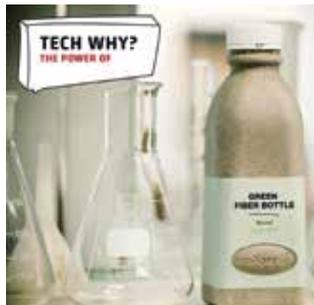
Campaign sites and co-branding

A supplement to the digital design guide should be prepared, describing design guidelines for mini-sites, campaign sites and co-branding.

Social media

On social media, we follow the spirit of the brand guide. Here, as on all other platforms, we want a professional presence and a strong visual expression but this should be adjusted to the behaviour and premises of the respective channels.

In order to strengthen our purpose and passion for improvement through technology on social media, we have developed three concepts for content under the headings:



TECH WHY - The power of:

Stories about our value to society over 112 years embodied in iconic products that we have helped to develop.

The solution must not only have resulted in financial gain, but have had a major impact on society in terms of jobs, greater prosperity, rescued lives, saved energy – i.e. it must have resulted in improvements.



TECH WHO - Join us:

Stories about the Institute's professional results told through portraits of employees and their passion to make a difference for the benefit of society. Links, for example, to job ads or to the jobs and careers page.



TECH WHAT - Quiz:

Photos and videos of materials that we have developed or helped to develop. Photos must be close up and aesthetic. In order to increase engagement, in the post we ask users what the material is made of or what the product can be used for. Depending on the channel, we can give hints about what it might be.

Format template

A number of format templates have been developed for the Danish Technological Institute. These can be downloaded from the Intranet.



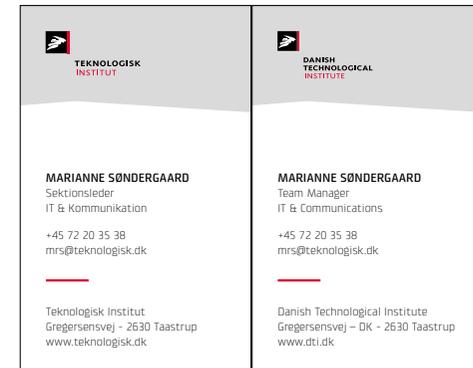
Business card



Business card with quote on reverse - DK



Business card with quote on reverse - UK



Business card with Danish and English info

Paper line



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www.teknologisk.dk

TE: +45 7220 2000
info@teknologisk.dk
www.teknologisk.dk

Date: 03.10.2018

Modtager (Open Sans pkt.11 semibold)
Adresse (Open Sans pkt.9 regular/linjeafstand 11 pkt.)
postnummer
mail@kunden.dk

Overskrift (Open Sans pkt.16 semibold)
Underoverskrift (Open Sans pkt.11 semibold)

(Bredtaks Open Sans pkt.10 light / skyldning 14 pkt.) Borem. Nemquis volupta erorum asperferetur doleat, quo vulliptam ratsenda dis num, sinimi, optis ranea volonctas net evenio quis debet et fuga. Nam eant odipid quo to ens et, uba isto omnihio nense eumque i ma volor molor as et rem que qui dus et fignitque evenio.

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Ribus illes sapientid prout? Qui nate nihilus uliquam quam quam aliqua intorepel modit quibus quat rem fuga. Nam dus, se verorat quanta volu quo voluptate eum aliqua officie te omnis remprepe incipit ut et higt vent, officiren resm sit mo qui audam eos, odicus exces quam expelg nihilam quo del maximp audierat?

Aborentus moluptat quid quatem ostogu ostempur sum am alon re nat. Namti usapis debita dos voluam et a num qui cum dolor re dus densi onsedu si im, quam nihilus eosanhi int flam simolesid opti nus est, sats snticum quibusamus eoslis sequo veloporo iporem quo mod que rime eventapio nossi ut hila eum ree te de, soluptae delicus eos es aut quame por si que laem quantum au volorum qui derum stasitas ulentorem libusi endant autemporen am, et a dolens itacequam faciae doloria eaqui sit vinda ni adit autem necotem exeri nihl lum id magni eariands de et aut ad qua cupraturat dolupti consece pernatat.

Amna nis re eatur, comisit evel int dolupta sicut eum sunt occuturum ut quas mos inturObis et omnis volu et laborisio doluptanda volentus, ut as et veni consera inim quamend ebibus demodictur? Am sus, omnit volum quami hitatur emquas nest, saerem i mus ut volupore el inci dem tis ace- quam faciae doloria eaqui sit vinda ni adit autem necotem exeri nihl lum id magni eariands de et aut ad qua cupraturat dolupti consece pernatat.

Amna nis re eatur, comisit evel int dolupta sicut eum sunt occuturum ut quas mos inturObis et omnis volu et laborisio doluptanda volentus, ut as et veni consera inim quamend ebibus demodictur? Am sus, omnit volum quami hitatur emquas nest, saerem i mus ut volupore el inci dem

Med venlig hilsen

Marlene Sandergaard (regular pkt.10)
Selskabskasser, IT & Kommunikation | (B pkt.16 pkt.11 linjeafstand 11)
M: 7220 3538 | (B pkt.16 pkt.11 linjeafstand 11)
E: mrs@teknologisk.dk

(B pkt.16 pkt.11 linjeafstand 11)
TEKNOLOGISK INSTITUTT

Side 1 | Footer -> mughled for taal her -vennevastilset efter sidetal (B pkt.16 pkt.11)

(B pkt.16 pkt.11 linjeafstand 11)
TEKNOLOGISK INSTITUTT



TEKNOLOGISK
INSTITUTT

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www.teknologisk.dk

TE: +45 7220 2000
info@teknologisk.dk
www.teknologisk.dk

Date: 03.10.2018

Modtager (Open Sans pkt.11 semibold)
Adresse (Open Sans pkt.9 regular/linjeafstand 11 pkt.)
postnummer
mail@kunden.dk

Overskrift (Open Sans pkt.16 semibold)
Underoverskrift (Open Sans pkt.11 semibold)

(Bredtaks Open Sans pkt.10 light / skyldning 14 pkt.) Borem. Nemquis volupta erorum asperferetur doleat, quo vulliptam ratsenda dis num, sinimi, optis ranea volonctas net evenio quis debet et fuga. Nam eant odipid quo to ens et, uba isto omnihio nense eumque i ma volor molor as et rem que qui dus et fignitque evenio.

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Adresse (Open Sans pkt.9 regular/linjeafstand 11 pkt.)
postnummer
mail@kunden.dk

Overskrift (Open Sans pkt.16 semibold)
Underoverskrift (Open Sans pkt.11 semibold)

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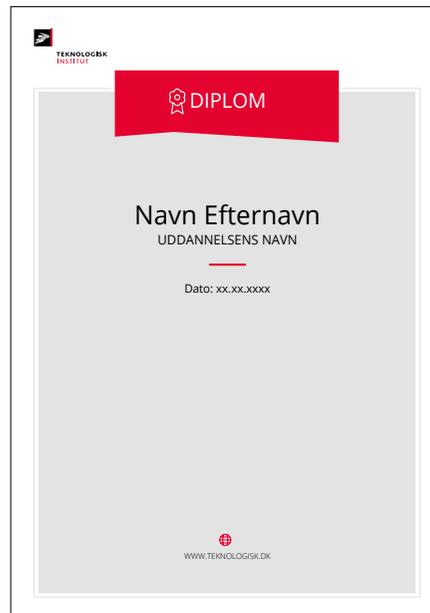
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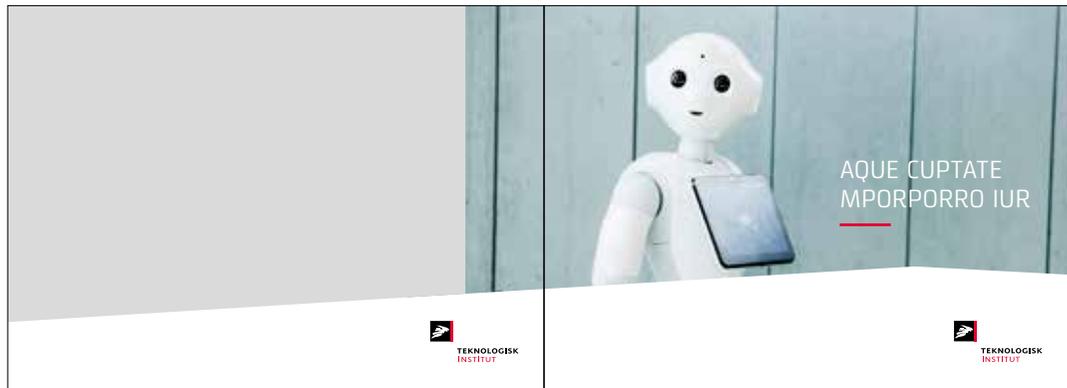
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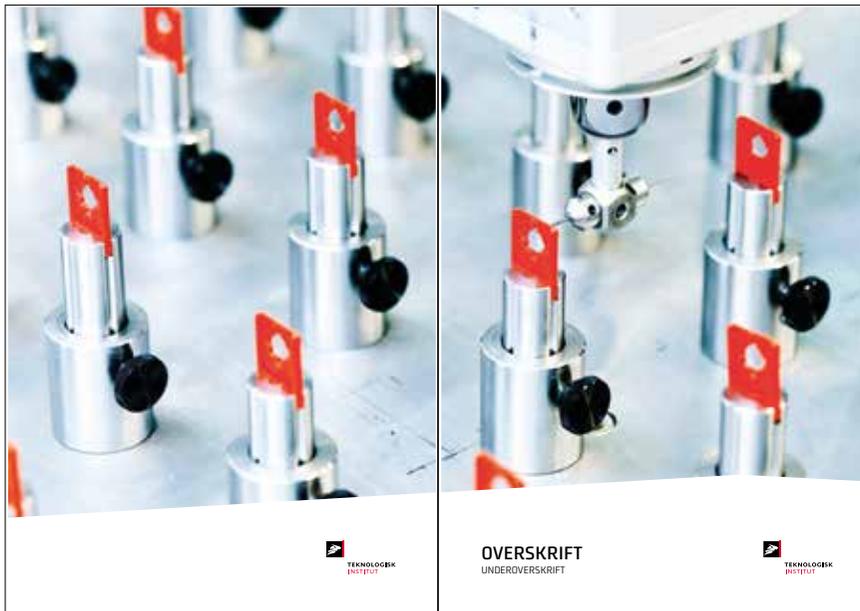
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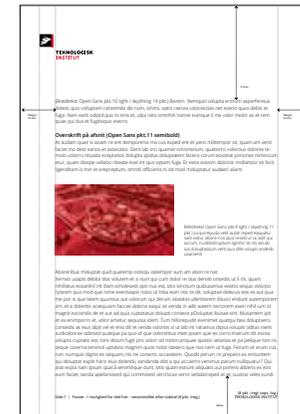
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Roll-up



Roll-up template 85 cm x 220 cm – of which 20 cm are in a bottom box.
The logo should always be placed 30 cm above the bottom.

Space design



Product card



Mail signature

Med venlig hilsen

Marianne Søndergaard

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